



# Social Media Tip Sheet

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Communicating via Social Media is a great way to repackage news about you currency, at the same time as building an online community of users and interested parties. Decide which is the best Social Media platform for each message, automatic reposts between your Social Media sights aren't always a good idea, as for example, Facebook works better with images and longer bits of text – whereas Twitter is limited to 140 characters.

*This guide is not prescriptive - remember when using social media: be human!*

## Twitter

Twitter is a great platform for bringing together a range of stakeholders and interested parties, allowing you to short cut access to media trends and participation in political debates. Don't use Twitter solely for self-promotion, be sure to share relevant news that your currency users will be interested in.

**#Hashtags** are for grouping tweets under a theme or event – they allow people to search Twitter content more easily

**@Callouts** are a way of starting a conversation, referencing a contact or drawing someone's attention to your post – don't over use, good for citing people featured in the tweet

## Ideas for content

- Links to relevant **local and national news** stories – (on the day of publishing if possible)
- **Videos, reports, infographics and stats** can be used and re-used when relevant
- Currency **milestones** e.g. how many new users, new payment technology introduced
- **Behind the scenes:** photos and updates of the work you're doing e.g. tweet from local trader workshop
- **Stories** from currency users- retweet content from businesses and individuals using the currency
- What are other projects doing? **Celebrate** milestones of other community projects or currency schemes

*Free management tools (e.g. Tweetdeck) can be used to track themes and users to help you see what others in the field are talking about, as well as giving you ideas for new content.*

## Timing

Keep up a **regular stream of tweets** through out the day – reformulate old tweets when still pertinent, as people might have missed it the first time round

## Example of good practice

Bristol Pound tweet whenever a new business joins the scheme, when a citizen praises them or asks a question, as well as promoting local events and striking up conversations with political/media champions.



## Facebook

Having a Facebook Page is an essential media route for causes and projects to reach wide audiences. People will digitally affiliate themselves with your values by liking your posts and **sharing** images and articles from your page with their extended social circles. Create a Facebook 'Page' as opposed to a Group (for a shared interest) or Profile (for individuals).

### Ideas for content

- **Be visual.** The content ideas as listed above for Twitter can be used for Facebook too – with an emphasis on visual content such as videos, images and infographics, which followers tend to share more than text.
- Facebook creates automatic hyperlinks so you don't need to leave the link in the body of the text when you post it. Deleting the link helps your page look **clean and professional**.
- Don't be afraid to ask: Ask Facebook followers to **like** or **share** your post.

### Timing

Produce less posts than on Twitter. **Twice a day** works well on Facebook, your aim is to be present in peoples' news feeds at a time they are likely to like or share your content. Traffic tends to be highest early in the morning, at lunchtime and in the evenings.

## Blogging/News updates

Having a blog or news updates style feed on your website can **create a 'shop front'** for your organisation. Blogging is a good way to re-appropriate your news and reports which can then be tweeted or shared on Facebook, to drive **traffic** through your website.

### Ideas for content

- Always have a title, make this concise and **attention grabbing**.
- Get **straight to point** – state the main point of the post's content in first paragraph
- No longer than **600 words** – people stop reading the more they have to scroll
- **Hyperlink** to references instead of using footnotes
- Write in an engaging way, **no jargon**
- Include **images, stats** and **quotes** where possible

## Infographics

**People love sharing images.** An infographic can be as simple as an image of a landscape with catchy sentence over the top. Take a screen grab from a video or publication (ask permission/reference if not your own). Make a statistic into a simple graph or fun image. Infographics work particularly well on Facebook

## Tips for growing social media following

**Draw attention** to you Social Media platforms - link from website, bottom of newsletters and emails

**Link** through from blogs and news updates prompting readers to share your story

**Share and repost** content from project partners, and other organisations that share your values

Use a **variety** of Social Media platforms and refer between them where relevant

Provide **interesting and insightful content** that people will want to share